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EFS ID: 62323

Application ID: 10783733



Title of Invention:

SYSTEM AND METHOD FOR  
MEASURING REACTIONS TO  
PRODUCT PACKAGING,  
ADVERTISING, OR PRODUCT  
FEATURES OVER A COMPUTER-  
BASED NETWORK

First Named Inventor: PETER GOLD

Domestic/Foreign Application: Domestic Application

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Statement

Filing Type:

Confirmation number: 6628

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**TRANSMITTAL**

Electronic Version v1.1

Stylesheet Version v1.1.0

<b>Title of Invention</b>	<b>SYSTEM AND METHOD FOR MEASURING REACTIONS TO PRODUCT PACKAGING, ADVERTISING, OR PRODUCT FEATURES OVER A COMPUTER-BASED NETWORK</b>	
Application Number: 10/783733 Date: 2004-02-20 First Named Applicant: PETER  Confirmation Number: 6628 Attorney Docket Number: HAR004		
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<b>Submitted by:</b>	<b>Elec. Sign.</b>	<b>Sign. Capacity</b>
KENNETH LUKACHER Registered Number: 38539	/Kenneth J. LuKacher/	Attorney
<b>Documents being submitted</b> us-ids	<b>Files</b> HAR004-usidst.xml us-ids.dtd us-ids.xsl	
<b>Comments</b>		



## ELECTRONIC INFORMATION DISCLOSURE STATEMENT

Electronic Version v18

Stylesheet Version v18.0

Title of  
Invention

SYSTEM AND METHOD FOR MEASURING REACTIONS  
TO PRODUCT PACKAGING, ADVERTISING, OR  
PRODUCT FEATURES OVER A COMPUTER-BASED  
NETWORK

Application Number: 10/783733  
Confirmation Number: 6628  
First Named Applicant: PETER GOLD  
Attorney Docket Number: HAR004  
Art Unit: 2141  
Search string: ( 6311190 or 6670934 or 6567983 or 6510462  
or 6453073 or 6304852 or 6157933 or 6011537  
or 6442573 or 6032130 ).pn.

### US Patent Documents

Note: Applicant is not required to submit a paper copy of cited US Patent Documents

init	Cite.No.	Patent No.	Date	Patentee	Kind	Class	Subclass
	1	6311190	2001-10-30	BAYER ET AL.			
	2	6670934	2003-12-30	MUOIO ET AL.			
	3	6567983	2003-05-20	SHIIMORI			
	4	6510462	2003-01-21	BLUMENAU			
	5	6453073	2002-09-17	JOHNSON			
	6	6304852	2001-10-16	LONCTEAUX			
	7	6157933	2000-12-05	CELI JR. ET AL.			
	8	6011537	2000-01-04	SLOTZNICK			
	9	6442573	2002-08-27	SCHILLER ET AL.			
	10	6032130	2000-02-29	ALLOUL ET AL.			

Signature

Examiner Name	Date